

STATE OF CALIFORNIA

EDMUND G. BROWN JR.
Governor

Department of Alcoholic Beverage Control
Department of Corporations
Department of Financial Institutions
California Highway Patrol
California Housing Finance Agency
Department of Housing & Community Development
Department of Managed Health Care
Department of Motor Vehicles
Board of Pilot Commissioners



TRACI STEVENS
Acting Undersecretary

Department of Real Estate
Department of Transportation
Office of the Patient Advocate
Office of Real Estate Appraisers
Office of Traffic Safety
California Film Commission
California Office of Tourism
Infrastructure and Economic Development Bank
Public Infrastructure Advisory Commission

BUSINESS, TRANSPORTATION AND HOUSING AGENCY

January 26, 2011

Dear California Companies and Economic Development Organizations:

The Business, Transportation and Housing Agency through its International Trade and Investment Promotion function encourages you to participate in the 2011 Hannover Messe from April 4-8 as part of your global marketing promotion plans. The 2011 Hannover Messe is in its 60th year as a leading platform to showcase industrial automation, power plant technology, energy, and other manufacturing technologies, which attracts decision makers, media and the world's leading market makers. Hundreds of thousands of business leaders attend this event each year. The global economic recovery and rapid pace of technological advances is driving attendance and exhibitions toward participation record for the 2011 Hannover Messe.

California has a distinct cache in the technology sector, which presents an opportunity to leverage this branding to promote your company on the world's largest trade show platform. California's strength in the renewable energy and environmental technologies sectors is certain to meet with the interest of over 200,000 international attendees.

The State of California, in cooperation with its partner the Centers for International Trade Development will offer the following value-added marketing opportunities:

- Opportunity to participate in branded California promotions.
- Opportunity to participate in pre-event and on site business-to-business matchmaking opportunities for California companies.

For more information about Hannover Messe 2011 and how your company organization can participate in this export opportunity, visit <http://www.hfusa.com/hannovermesse> or contact Benjamin Sarem, Business, Transportation and Housing Agency, at (916) 323-5382 or Jeffrey Williamson, Center for International Trade Development, at (909) 556 6639.

Thank you, in advance, for your consideration.

Sincerely,


TRACI STEVENS
Acting Undersecretary